



ORDER

Flight Dates **08/13/12-08/19/12**

Contract / Revision **303364 /**

Original Date / Revision
06/28/12 08/17/12

Advertiser **Flake / Republican / US Sen:**

Agency **Smart Media Group**

Buying Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Product

Flake for Senate

Agency Com 15%

Billing Contact

**814 King Street - Suite 400
Alexandria, VA 22314-3039**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:05:00

Estimate # **813819**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-6

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	30	\$20,485.00	\$24,100.00	0.00
Totals	30	\$20,485.00	\$24,100.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/19/12	30	\$20,485.00	\$24,100.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNXV	08/13/12	08/17/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$225.00	P-6	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	11111--	5		\$225.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KNXV	08/13/12-08/19/12		M-F 430pm-5pm		430pm-5pm		MTWThF----	:30	(\$225.00)		0.00	NM		
Credited															
N 2	KNXV	08/18/12	08/18/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00



KNXV

Print Date: 08/17/12

Page 2 of 4

Contract / Revision **303364** Flight Dates **08/13/12-08/19/12**

Hiatus Dates

Original Date / Revision 06/28/12/ 08/17/12

Order Sep 00:05:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**

Estimate # **813819**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	KNXV	08/18/12	08/18/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:30	1	\$100.00	P-6	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----S-	1		\$100.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	KNXV	08/13/12-08/19/12		Sa 5pm News		5p-530pm	-----Sa--	:30		(\$100.00)		0.00 NM		
See MG 2.2														
[NA. There is no 5PM News on Saturdays. jtaylor 6/28/12]														
2	KNXV	08/18/12-08/18/12		Sa 6pm News		6pm-630p	-----Sa--	:30		\$100.00		0.00 NM		
Ⓜ MG for 2.1 08/18														
N 3	KNXV	08/19/12	08/19/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$100.00	P-6	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----S	1		\$100.00		0.00					
N 4	KNXV	08/13/12	08/17/12	M-F 7-9am M-F 7-9am	CM	7am-9am	11111--	:30	5	\$150.00	P-6	0.00 NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	11111--	5		\$150.00		0.00					
N 5	KNXV	08/14/12	08/14/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	-1-----	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-1-----	1		\$450.00		0.00					
N 6	KNXV	08/13/12	08/13/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-----	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	1-----	1		\$450.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	KNXV	08/13/12-08/19/12		M-F 5pm-530pm		5pm-530pm	M-----	:30		(\$450.00)		0.00 NM		
Credited														
4	KNXV	08/13/12-08/16/12		M-F 5pm-530pm		5pm-530pm	MTWTh----	:30		\$450.00		0.00 NM		
Ⓜ MG for 6.3 08/17														
N 7	KNXV	08/13/12	08/17/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm (5:28 PM-5:30 PM)	1-1-1--	:30	3	\$450.00	P-3	0.00 NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	1-1-1--	3		\$450.00		0.00					
N 8	KNXV	08/13/12	08/15/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	1-1----	:30	2	\$450.00	P-3	0.00 NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	1-1----	2		\$450.00		0.00					
N 9	KNXV	08/13/12	08/17/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	11111--	:30	5	\$600.00	P-6	0.00 NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	11111--	5		\$600.00		0.00					
N 10	KNXV	08/18/12	08/18/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$250.00	P-6	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----S-	1		\$250.00		0.00					
N 11	KNXV	08/19/12	08/19/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		08/13/12	08/19/12	-----S	1		\$600.00		0.00					



KNXV

Print Date: 08/17/12

Page 3 of 4

Contract / Revision **303364** Flight Dates **08/13/12-08/19/12**

Hiatus Dates

Original Date / Revision 06/28/12/ 08/17/12

Order Sep 00:05:00

Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**

Estimate # **813819**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 12	KNXV	08/13/12	08/17/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$500.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	11111--	5		\$500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	08/13/12-08/19/12		M-F 630pm-7pm		630pm-7pm	MTWThF----	:30		(\$500.00)		0.00	NM		
Credited															
2	KNXV	08/13/12-08/19/12		M-F 630pm-7pm		630pm-7pm	MTWThF----	:30		(\$500.00)		0.00	NM		
Credited															
3	KNXV	08/13/12-08/19/12		M-F 630pm-7pm		630pm-7pm	MTWThF----	:30		(\$500.00)		0.00	NM		
Credited															
4	KNXV	08/13/12-08/19/12		M-F 630pm-7pm		630pm-7pm	MTWThF----	:30		(\$500.00)		0.00	NM		
Credited															
5	KNXV	08/13/12-08/19/12		M-F 630pm-7pm		630pm-7pm	MTWThF----	:30		(\$500.00)		0.00	NM		
See MG 12.6															
[Special Prgm. Cardinals Preseason is scheduled to air on 8/17. jtaylor 6/28/12]															
6	KNXV	08/13/12-08/16/12		M-F 630pm-7pm		630pm-7pm	MTWTh-----	:30		(\$500.00)		0.00	NM		
Ⓜ Credited															
N 13	KNXV	08/18/12	08/18/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S-	1		\$250.00		0.00						
N 14	KNXV	08/13/12	08/13/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	M-----	1		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	08/13/12-08/19/12		Monday Prime C		9pm-10pm	M-----	:30		(\$1,000.00)		0.00	NM		
Credited															
[Credit. Will be MG.]															
N 15	KNXV	08/15/12	08/15/12	Wednesday Prime C Wednesday Prime C	CM	9pm-10pm	--W----	:30	1	\$1,000.00	P-6	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$1,000.00		0.00						
N 16	KNXV	08/16/12	08/16/12	Thursday Prime A Thursday Prime A	CM	7pm-8pm	---T---	:30	1	\$2,000.00	P-6	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	---T---	1		\$2,000.00		0.00						
N 17	KNXV	08/16/12	08/16/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	---T---	1		\$1,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	08/13/12-08/19/12		Thursday Prime B		8pm-9pm	---Th----	:30		(\$1,500.00)		0.00	NM		
Credited															
N 18	KNXV	08/17/12	08/17/12	Friday Prime C 20/20	CM	9pm-10pm	----F--	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	1		\$1,500.00		0.00						



KNXV

Print Date: 08/17/12

Page 4 of 4

**KNXV-TV
PHOENIX**Contract / Revision **303364** Flight Dates **08/13/12-08/19/12**Hiatus DatesOriginal Date / Revision 06/28/12/ 08/17/12Order Sep 00:05:00Advertiser **Flake / Republican / US Ser** Product **Flake for Senate**Estimate # **813819**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N18	KNXV	08/17/12	08/17/12	Friday Prime C 20/20	CM	9pm-10pm	----F--	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	1		\$1,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KNXV	08/13/12-08/19/12		Friday Prime C	9pm-10pm		-----F----	:30	(\$1,500.00)	0.00	NM				
<i>Credited</i>															
[Credit. Will be MG.]															
N19	KNXV	08/19/12	08/19/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S	1		\$1,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KNXV	08/13/12-08/19/12		Sunday Prime B	7pm-8pm		-----Su	:30	(\$1,500.00)	0.00	NM				
<i>Credited</i>															
N23	KNXV	08/17/12	08/17/12	Cardinals pre-season Cardinals Pre-season	CM	various (7:00 PM-10:00 PM)	----F--	:30	2	\$6,000.00	P-3	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	2		\$6,000.00		0.00						
														Totals	30 \$24,100.00
*Tax 1 Note: Tax 0.5%.															

*Tax 1 Note: Tax 0.5%.